

MEMPHIS IN MAY



Diane Hampton, executive vice president of Memphis in May International Festival, accepts the Green Power Switch recognition certificate from TVA's Gary Harris and MLGW's Becky Williamson. Memphis in May sponsored enough green power to offset their electric consumption at Tom Lee Park for events during May.

COMMENTS OR SUGGESTIONS

Let us hear from you!

We'd like to know if you're satisfied with our newsletter, and we're interested in what you would like to read in future issues. So e-mail us your comments today at greenpowerswitch@tva.com.

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news

GOODRICH SAVES MONEY, IS GOOD STEWARD OF ENVIRONMENT

After a TVA energy audit saved Tullahoma's Goodrich Landing Division \$136,000, the company is convinced that green power is the way to go and has just signed on as Tullahoma Utilities Board's largest Green Power Switch participant.

TVA is encouraging its distributors and customers to switch to green power — electricity generated by the cleaner, renewable resources of sun, wind and methane gas. Green Power Switch is a TVA program that gives electricity consumers a choice in the type of power they buy.

To participate in the program, Goodrich has to purchase a minimum of 250 blocks. They are choosing to purchase double that at 500 blocks.

Joe Pannell, maintenance and facility manager for Goodrich Landing Division at 201 Mitchell Blvd. said buying green power is a way of thanking TVA for helping the company save money on energy costs.

Through TVA's Comprehensive Services Program, TVA and its power distributors provide engineering and technical assistance for commercial and industrial customers free of charge.

"TVA came in and did an energy audit for me," Pannell said.

The audit included recommendations on lighting and other energy conservation measures, checking all equipment for air leaks and identifying electrical hot spots.

"That's just three of the services they have performed for us over the last 12 months," Pannell said.

"On the energy audit, they recommended replacing all the lights in the facility from 400-watt metal halide lights to T5 fluorescent lights, which is going to save us \$65,000 a year in electricity costs."

Pannell said that change enabled the company to qualify for a one-time tax break for 2008 that will save \$40,000 in taxes.

"The other thing they recommended was during the air leak audit; they identified about 200 air leaks all over the facility that would save us another \$20,000 over a one-year period."

A third recommendation TVA made to Goodrich was installing a capacitor bank that would keep the company from paying a penalty on its electric bill every month, which resulted in savings of about \$11,000 a year.

"They were able to produce these savings," Pannell said. "We agreed to invest some of the savings back into the Green Power Switch program."

He said Goodrich invests about \$2,000 a month in green power through its purchase of 500 green-power blocks a month.

Bob Pullen, communications and marketing director for TUB, said buying 500 blocks of green power is the environmental equivalent of recycling 120,000 pounds of aluminum or 441,500 pounds of newspaper — or planting 250 acres of trees.

"Since I was able to maintain my budget, I agreed to participate," Pannell said.

"I felt like we were contributing as a company to making the environment better. We just decided to do our part."

GREEN POWER SWITCH WINS ADVERTISING AWARDS AT UTILITY COMMUNICATORS CONFERENCE

TVA's Green Power Switch won several awards at this year's Utility Communicators International Awards held in Washington, D.C., on June 26.

Green Power Switch won first place for Series of Newspaper Ads ("10,000th Customer" campaign), first place for Single Newspaper Ad ("Tree People") and second place for Complete Campaign – Marketing ("10,000th Customer").

These awards put TVA on the Top Ten List of Utility Communicators for 2007. Also, Memphis Light, Gas & Water, a distributor of TVA power, won Best Radio Commercial for its "Samuel L. Jackson" spot, which went on to win Best of Show in the radio category.



TVA and local public power companies, working in cooperation with the environmental community, developed Green Power Switch as a way to bring green power—electricity that's generated by clean, renewable resources like solar, wind, and methane gas—to Valley consumers.



GENERATION UPDATE March–August 2008



Solar Power
201,860 kWh



Wind Power
21,745,704 kWh



Methane Gas
12,781,786 kWh



GP Total
34,729,350 kWh

For a complete listing of solar sites and their daily output, please visit www.greenpowerswitch.com.

PARTICIPATION UPDATE As of August 2008

41,666 / Total number of green power blocks subscribed

12,900 / Number of residential customers subscribing

2.0 / Average number of green power blocks per residential customer

540 / Number of business customers subscribing

Let's welcome Vanderbilt University and the University of Memphis to a growing list of colleges that are going green. Both schools have recently pledged to invest in the GPS program.

For a list of participating business customers and monthly updates of generation figures, please visit www.greenpowerswitch.com.



LOOK WHAT'S GROWING IN THE TENNESSEE VALLEY

Jacob Jaynes from Florence, Ala. grows a flourishing garden with seeds he received at a TVA Homebuilder show last spring. He is the son of TVA employee Wesley Jaynes.

JCPB PARTNERS WITH CUSTOMERS TO PROMOTE ENERGY AWARENESS

Johnson City Power Board recently participated in events promoting Green Power for several of its commercial and industrial customers. With many in the industrial sector promoting environmentally sound practices for their employees, JCPB was given opportunities to inform customers about the Green Power Switch and Generation Partners programs.

On April 17th–20th, JCPB worked booths at East Tennessee State University, Stir Fry Café and Hands On Regional Museum where they provided information on energy-saving opportunities, green power programs and the benefits of green power.

In celebration of Earth Day, JCPB staff made “green deliveries” consisting of green-colored fruit trays, cookies with green icing, and CFL lightbulbs to commercial and industrial customers.

In May and June, JCPB staff took part in employee safety and environment events for two local industries. American Water Heater and Kennametal, Inc., a manufacturer of metal components, asked JCPB and TVA to participate in their environmental and energy awareness events.

GPS GENERATION PARTNERS UPDATE

Currently there are 58 customers in the Tennessee Valley who have installed solar and wind generation systems and are selling 330 kW back to TVA. Be sure to look for updates about Gen Partners as an expanded version of the pilot is planned to roll out in early 2009 at www.gpsgenpartners.com.

NES CUSTOMER HARVESTS WIND FOR POWER ON FARM

One visit to Mr. Wilbur Sensing's Brentwood, Tenn. farm proves exactly why he would stick with a 10-year-old dream to generate power from the wind. Green pastures provide a scenic backdrop for geese landing on a nearby pond. Who wouldn't be inspired to “think green” here? Even its name, “Windy Hill Farm,” makes it the perfect spot to harvest renewable energy.

Mr. Sensing's windmill is the first to be connected to the NES power grid. It is capable of producing 250 kilowatt hours of energy every month.

“If it works like we hope, it could generate a fourth of our power,” Sensing said. By his calculations, he will earn 30 cents for every hour there's wind.

The wind has to blow at least eight miles per hour to start generating power. As a safety precaution, the blades will stop turning if the wind blows harder than 56 mph.

Vaughn Spears, senior engineer at NES, said the Southeast is generally considered one of the worst places to use wind for electricity, but Windy Hill Farm is certainly an exception.

Green energy generated by the wind is great for the environment, but harnessing that power does not come cheaply. Wind installations can cost over \$10,000, while solar panels can run upwards of \$20,000. With 13 grandchildren, Sensing views it as an investment.

“This as an experiment,” he said. “My grandchildren are more interested in the horses and merry-go-round when they come visit, but I hope this windmill will be operating for a long time.” The impact of his investment will benefit his grandchildren whether they realize it now or not.



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